

## ***Toby Price wins FIM Cross-Country World Rally Championship***

MICHELIN Australia ambassador, Toby Price has claimed the 2018 FIM Cross-Country World Rally Championship title with victory in the recent Rallye du Maroc. Price's dominance in the dunes on his Michelin-shod Red Bull KTM, saw the 2016 Dakar winner add not one but two new trophies after his trip to Morocco.

Price looked dominant from the start, winning not only the prologue but two of five stages and finishing over 7 minutes ahead of his next competitor. The Australian was six-points down in the standings prior to the Rally, but his performance in Morocco led him to eventually claim the championship by a six-point margin.

Riding with great consistency throughout the year has paid off for Price, with multiple stage wins as well as podiums at the Rally du Maroc, Atacama Rally and Desafio Ruta 40 all resulting in the 31-year-old becoming the worthy FIM Cross-Country Rallies World Champion for 2018.

"We're stoked because the rally has gone really well for us. It was a close fight for the World Championship and it feels awesome to get that one over the line." – Toby Price

Price's KTM team-mate Matthias Walkner of Austria finished second overall after pushing his fellow Dakar winner all the way. The third member of the Michelin-shod team, British biker Sam Sunderland, can also be pleased with his performance after battling back from a rear wheel problem early in the race.

With a dominant race win and the FIM World Championship behind him, Price will be confident going into the upcoming Dakar Rally. The action in South America gets started on January 6, 2019 with two weeks of desert racing scheduled to take place in Peru.

###

### **Media Contact**

Angus Thompson

+61 3 867 11000

angus.thompson@michelin.com

### About Michelin

Michelin, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tyres in 2015. ([www.michelin.com](http://www.michelin.com))